



BROUGHT TO YOU BY THE CITY OF HAMPTON EVERY 1ST & 3RD THURSDAY

A New Way to Look at Housing in Hampton Neighborhoods

by Joan Kennedy, Director, Neighborhood Office

City Channel 47

Be sure to tune in to The City Channel - TV47 to see the dedication of the new Ruppert Leon Sargent building which will begin airing on October 22: Monday-Friday at 8 p.m.; Saturday-Sunday at 9:30 a.m., 12 noon and 3 p.m.

The new city admin building is named for First Lieutenant Ruppert Leon Sargent who sacrificed his life in Vietnam in 1967 to save the lives of his fellow soldiers. He was posthumously awarded the Congressional Medal of Honor for his actions and is the only Hampton native ever to have received such an honor.

As Mayor Mamie Locke pointed out during the ceremony, the actions that Sargent took that day in 1967, his unquestioned loyalty to his country and his devotion to his comrades are hallmarks for which we can all be proud.

"It is this type of unquestioned spirit, this dedication to duty, that makes America the great country that it is," Mayor Locke said.

311 Wins Award

Hampton's 311 Customer Call Center received the Program Excellence Award for Innovations in Local Government Management from the



International City/County Management Association. The award was presented to City Manager

George E. Wallace at their annual conference in September. Hampton is the first locality in Virginia to establish a 311 Customer Call Center that offers citizens round-the-clock access to city services and information. Residents dial 311 and reach the warm, friendly voice of call center staff. (On cell phones, call 727-8311.) Customer Advocates (call-takers) help with everything from reporting a missed trash collection to answering questions about the city budget. Since its first full year of operation in 2000, the average call volume has increased from 450 to approximately 700 calls daily.

Haunting at Sandy Bottom to Raise Money for "Keep Hampton Green" Trees!

Sandy Bottom Nature Park is the place to go for a thrilling guided tour along a creepy, wooded trail. You never know who (or what!) you might meet. Maybe a ghoul? Maybe a tree goblin? Maybe something too horrible for words? The Haunted Forest will be held October 11, 12, 18, 19, 25, 26, 27 and 31. Hours are 7-10 p.m. except October 27 and 31 when it's 6-9 p.m. Admission fees are \$6 for ages 13 and over, and \$5 for ages 12 and under. A portion of the proceeds will be used to purchase trees for the "Keep Hampton Clean" program which beautifies public areas. Proceeds from this year's effort will help pay for the Mercury Boulevard planting (see story in right column) and Clean City trees for schools. Volunteers for the Haunted Forest are still needed, too! Call the Hampton Clean City Commission at 727-6394 or e-mail the Commission at hccc@hampton.gov.

This fall, two District 8 neighborhoods (Olde Hampton and Pasture Point) will be putting the finishing touches on their housing revitalization plans. These plans will be a model for a different approach to housing revitalization in Hampton.

We call this new way of looking at housing in neighborhoods, the **Hampton Housing Venture**. Olde Hampton and Pasture Point are the first two neighborhoods selected by the Neighborhood Commission (and approved by City Council) as pilot areas for the program.

So, what's new?

First, housing investments will be both strengthened and more focused (geographically). Current programs address issues associated with the affordability or condition of housing city-wide; the new housing venture will look at significantly changing the quality of the housing stock in a few selected neighborhoods. New investments may include:

- Rehabilitation incentives (low interest loans, tax abatements and technical assistance) for homeowners at any income level and for investors to rehabilitate units to levels above minimum code or convert rental units to homeownership.
- Incentives for new construction that meet neighborhood design standards.
- Homeownership incentives such as down payment assistance for purchase of units in the housing venture areas.

Second, the venture will focus directly on the real estate market in the selected neighborhoods with the specific outcomes of diversifying the income mix and increasing home ownership. (Neighborhoods selected for the venture will be those with no investment or the wrong type of investment in their housing stock.) Housing market analyses were done for the two pilot areas to determine a target market for new residents and strategies to attract new homebuyers to the neighborhoods or to get current owners to invest in fixing up their property.

And, what's next?

The highest priority programs and incentives for the pilot areas will be available and implemented starting in early 2003. The impact of the programs and incentives and changes to the pilot neighborhoods will be evaluated at the end of the year with recommendations on how to move forward.

Many neighborhoods in Hampton could benefit from this type of attention to their housing stock. The Neighborhood Commission plans to use the lessons learned from the two pilot areas to guide the expansion of new incentives into additional neighborhoods within the next two years.

To subscribe to "Neighborhood Link," please call 727-6460 or go to www.hampton.gov/neighborhoods. For more details, watch The City Channel TV-47 at 10 a.m. M-F.



Hampton School Board member Fred Brewer (left) and Hampton Superintendent Dr. Allen Davis pose with Secretary Wheelan (right) and Cooper Magnet Elementary School principal Eugenia Russell.

Education Secretary Tours Hampton

Virginia Secretary of Education Belle Wheelan recently toured the Hampton school division to take a look at some of our innovative programs. Several Hampton administrators accompanied the Secretary as she visited Merrimack and Cooper Elementary Schools and Phoebus High School to observe demonstrations of new technologies and innovative programs.

East Mercury Boulevard Beautification Project Volunteers & Donors Needed

Neighbors and friends along East Mercury Boulevard between Pine Cone Drive and Pembroke Avenue are banding together with city agencies to beautify that stretch of Mercury Boulevard. They invite all Hampton residents to join them. On October 19, beginning at 9 a.m., volunteers will plant more than 200 trees and shrubs in the median of Mercury Boulevard. In addition, landowners will landscape their grounds to complement the efforts in the median. Donations are being sought to fund more than 100 trees and shrubs to complete the project. To volunteer to plant trees or to assist with the project in other ways, contact Debbie Blanton, Hampton Clean City Commission, 727-6394, hccc@hampton.gov, or www.hampton.gov/hccc/form.html. Volunteers must be 16 years old or older to plant trees in the median. Younger volunteers can help on participating properties. Volunteers must register to participate!

Bass Pro to Break Ground in Hampton

GROUND BREAKING CEREMONY Today • 12 noon



Bass Pro, the leading interactive retailer that will serve as an anchor tenant at The Power Plant of Hampton Roads, will break ground today at noon at The Power Plant (Pine Chapel Road and I-64). Woo Daves, TRACKER fishing pro, will be there today. Parking is available at the former Best building at the corner of Coliseum Drive and Pine Chapel Road. The Power Plant of Hampton Roads will be a lifestyle retail entertainment center designed to bring new tax dollars to Hampton. The Bass Pro facility will encompass 110,000 square feet. In addition, Bass Pro will build a 10,000-square foot themed restaurant overlooking the lake at The Power Plant site.

The lake will be used as a focal point for boating and fishing demonstrations.

Employing a strategy of interactive entertainment retail, the firm sells a complete selection of fishing, marine, hunting, camping, golf gear, outdoor apparel, and a large selection of boats and RVs.

Bass Pro also features in-store interactive sports such as golfing, fly-casting, rock climbing and a shooting arcade. Their stores are typically adorned with waterfalls, huge aquariums and true-to-life wildlife exhibits.

Bass Pro is also noted for hosting action-oriented year-round events for outdoor enthusiasts. At its other locations, these events are a major attraction to local and regional customers as well as international visitors, significantly boosting the local economies. Bass Pro is looked upon as a destination entertainment retail facility, drawing from a much larger market area than typical retail stores.

Bass Pro is recognized for its award-winning conservation and education programs. Philanthropic efforts are primarily directed toward not-for-profit organizations that support conservation of fish and wildlife.

COMMUNITY EVENTS

10/19 KHEDIVE SHRINE OYSTER BOWL AND PARADE. Fun for kids of all ages! Annual parade and football game. Parade begins at 10 a.m. at Darling Stadium. Game is at 1 p.m. For information, call 420-4510.

10/19 & 20 B.J. WARD'S "STAND UP OPERA." A rollicking ride on the high C's! You know her as the voice of Betty Rubble on "The Flintstones" and as Velma on "Scooby Doo," but B.J. Ward is an accomplished actress and singer who has returned to her first loves - opera and stand-up comedy. Nominated for three

prestigious Ovation Awards, this is a hilarious spoof - a seamless interaction of music and comedy. The American Theatre. Ticket prices are \$25 and \$20. Call 722-2787 for details.

10/23 CITY COUNCIL. Regular meeting, 7:30 p.m., Council Chambers, City Hall, 727-6315. Agendas on web site: hampton.gov/council. Meetings broadcast live.

10/25 & 26 HAMPTON STAMPEDE RODEO. Experience the thrill of the rodeo! Hampton Coliseum, 7:30 p.m. 838-4203 or www.hamptoncoliseum.org.

10/25 "WINDSCAPE" AT THE NEW AMERICAN THEATRE. Assembled in 1994 by five of New York's most eminent solo artists, Windscape presents programs that combine a dazzling array of talent with fresh spoken commentary. Evoking vivid cultural landscapes, this charismatic quintet will be your tour guide on a musical journey in time, history and culture. Tickets are \$25 and \$20. Program begins at 8 p.m. Call 722-2787 for more information.

Hampton Holly Days Parade Application Available On-Line

Hampton Parks and Recreation Department is now accepting applications for this year's Hampton Holly Days Parade. Deadline for applications is October 31. Interest is running high, so don't delay! Download the application from www.hampton.gov/parks, then click on Hampton Holly Days Parade. You can download the application, guidelines, prize information and resources as well as pictures from last year's parade. For more information, please call 727-8311 or, to receive a copy of the application by mail, call 727-6348.

News and information in *City Page* shows your tax dollars at work. It combines information from city departments into one place, saves money and is timelier than previous newsletters. *City Page* is brought to you by the Public Communications Division of the City of Hampton.

PHONE (757) 727-6893
EMAIL pubcomm@hampton.gov
ADDRESS City Hall, 22 Lincoln Street
Hampton VA 23669

Sign Up for eNews!



Want a fast way to get city information? Hampton eNews is the answer! eNews is a free, subscription e-mail service that offers users a choice of topics - everything from parenting classes to business news and more. Hampton is the first Peninsula local government to offer this service. To subscribe, go to www.eNews.hampton.gov.